

RADIO :30 SECOND VERSION – CAR WASH

WORD COUNT 76 target 75

Storm Drains connect Streets to Creeks that flow into the Russian River.

It's up to us to make sure only water goes down those drains.

Simple changes make a big impact. Like car washing! Wash at a facility, or if you wash at home divert water to where it can soak in the ground and empty your bucket in a sink– not in the street!

Storm drains connect streets to creeks, they're ours to protect.

www.StreetstoCreeks.org

RADIO :30 SECOND VERSION – PET WASTE

WORD COUNT 76 – target 75

Storm Drains connect Streets to Creeks that flow into the Russian River.

It's up to us to make sure only water goes down those drains.

Simple changes make a big impact. Like scooping the poop! Sure, it's the neighborly thing to do, but managing pet waste in backyards is important too. Scoop, and toss the poop in your general trash before water washes it away.

Storm drains connect streets to creeks, they're ours to protect.

www.StreetstoCreeks.org

RADIO :30 SECOND VERSION – YARD CARE

WORD COUNT 76 – target 75

Storm Drains connect Streets to Creeks that flow into the Russian River.

It's up to us to make sure only water goes down those drains.

Simple changes make a big impact. When tending to your yard or garden, check the weather. Runoff of from rain or irrigation that includes fertilizer, herbicides, landscape materials, compost piles, and leaf debris can pollute our creeks. Remember -- timing is everything.

Storm drains connect streets to creeks, they're ours to protect.

www.StreetstoCreeks.org

RADIO :30 SECOND VERSION – TRASH

WORD COUNT 70 – target 75

Storm Drains connect Streets to Creeks that flow into the Russian River.

It's up to us to make sure only water goes down those drains.

Simple changes make a big impact. Pick up any litter or trash that may get into the streets. If you grab it before water or wind arrives, it won't end up in our creeks.

Storm drains connect streets to creeks, they're ours to protect.

www.StreetstoCreeks.org

LONG VERSION – 2-3 minutes....

A beautiful, clean river doesn't start here (show Russian River).

It starts here (rewind from river, to creek, to storm drain).

What we put down our storm drains goes straight from our streets into our local creeks that flow into the Russian River.

Simple changes can make a big impact (collage/montage of the main areas).

Like when you wash your car. The best solution is washing at a professional car wash. But if you wash at home, divert wash water to an area where it can soak into the ground -- like a planter strip.

And -- empty your bucket of dirty wash water in a sink -- the wash water will make its way to the treatment plant where it is cleaned.

You probably know to pick up your pet's poop when you are out on a walk -- after all, it's the neighborly thing to do. But, what about the pet waste in your backyard?

Pick it up regularly, and especially before rain or irrigation water washes any of it into a **backyard** drain ... Your pet's poo is full of bacteria and nutrients that can contaminate our creeks. Scoop the poop, bag it and put in your garbage.

When tending to your yard or garden, check the weather and prevent over irrigation. Runoff of fertilizer, herbicides, landscape materials, compost piles, and leaf debris pollute our creeks. Remember -- timing is everything.

Pick up any litter or trash that may get into the streets. If you grab it before water or wind arrives, it doesn't have a chance of ending up in our creeks.

It's up to each of us to take care of our creeks and rivers. They're ours to protect.
Find out more at StreetstoCreeks.org

:30 SECOND VERSION

A beautiful, clean river doesn't start here (show Russian River).

It starts here (rewind from river, to creek, to storm drain).

What we put down our storm drains goes straight from our streets into our creeks that flow into the Russian River.

Simple changes can make a big impact (collage/montage of the main areas).

It's up to each of us to take care of our creeks and rivers. They're ours to protect.

Find out more at StreetstoCreeks.org